



DOWNTOWN ORILLIA MANAGEMENT BOARD MINUTES

Minutes of the electronic meeting of the Downtown Orillia Management Board,
March 16, 2021 at 6:00 p.m.

Present: Michael Knight, Chair
Michael Fredson, Vice Chair
Al Wallace, Treasurer
Ron Spencer
Darcy MacDonell
Ruth Howorth
Jeff Gilbert
Carmine DeSanto
Councillor Rob Kloostra

Absent:

Also Present: Lisa Thomson-Roop, Manager
Samantha Yandt, Events & Marketing Coordinator

Open Session

Chair – Michael Knight

Call to Order

The meeting was called to order at 6:08 p.m.

Approval of Agenda

Moved by Fredson, seconded by Kloostra:

THAT the agenda for the Downtown Orillia Management Board meeting held on March 16, 2021 be approved as distributed.

Carried.

Disclosure of Interest

1. None declared.

Deputations

1. There were no deputations.

Minutes

1. February 17, 2021

Moved by Fredson, seconded by DeSanto:

THAT the minutes of the Downtown Orillia Management Board meeting held on February 17, 2021 be adopted, having been printed and distributed.

Carried.

Closed Session

There were no closed session items for this meeting.

Correspondence - Information Items

1. Laura Thompson, Senior Manager of Business Development – re Parking Discussion at Emergency Management Committee.
2. Corporate Services Department, Clerk's Division – re Municipal Parking Lot 3 - Former OPP Parking.
3. MPP Simcoe North, Jill Dunlop Office – re Vaccination Distribution Notification Alert.
4. Office of MPP Simcoe North, Jill Dunlop – re Ontario Small Business Support Grant – Application Status Check.

Moved by Fredson, seconded by Wallace:

THAT the Correspondence - Information Item listed on the agenda for the Downtown Orillia Management Board meeting held on March 16, 2021 be received as information.

Carried.

Correspondence - Action Items

1. There were no Correspondence- Action Items.

Reports

1. DMB Manager – re Financial Report.

Moved by Fredson, seconded by Spencer:

THAT the Financial Report dated March 16, 2021 for the period February 17, 2021 to March 16, 2021 be received;

AND THAT staff be authorized to proceed with payments in the amount of \$6,382.92 from the 2021 DMB Budget.

Carried.

2. DMB Event & Marketing Coordinator – re 2021 Event & Marketing Update.

Moved by Kloostra seconded by Fredson:

THAT the Event and Marketing Report for the month of March be received as information.

Carried.

3. DMB Manager – re Current DMB Initiatives and Activities Status Report.

Moved by DeSanto, seconded by Gilbert:

THAT the DMB Initiatives and Activities Status report be received.

Carried.

4. DMB Manager – re See You on the Patio BIA Membership Survey Draft.

Moved by Kloostra, seconded by Wallace:

THAT the See you on the Patio Membership survey results be received;

AND THAT based on the results of the survey, the Downtown Orillia Management Board partner with the Citywide Municipal Program and proceed with Friday night road closures from July 2 to September 3 between 5:00-11:00 PM provided COVID-19 restrictions allow;

AND THAT based on participation, the road closure includes the following area:

Mississauga Street East between Front and West;
Mississauga Street West between West and Albert;
and Peter Street South between Mississauga and Colborne :

AND THAT the board allocate \$5000.00 from the May Sidewalk Sale budget to cover the cost of DMB labour.

Carried.

Moved by Wallace, seconded by Fredson;

THAT the DMB allocate \$600.00 from the May Sidewalk Sale budget to cover the cost of additional advertising to promote the road closure portion of the See you on the Patio promotion.

Carried.

Moved by Kloostra, seconded Spencer:

THAT the DMB request the City of Orillia/ERTF split the cost of a dedicated police or security presence during the See You the Patio road closure to ensure the safety of customers and staff.

Carried.

5. Director, Michael Fredson – re Parking Advisory Committee.

Moved by Spencer, seconded by Gilbert:

THAT the Parking Advisory Committee Report be received;

Carried.

Director DeSanto left the meeting at 6:59 pm.

6. DMB Manager – re ERTF Activity Report.

Moved by Spencer, seconded by Wallace:

THAT the ERTF report be received.

Carried.

Moved by Kloostra, seconded by Fredson:

THAT the Downtown Orillia Management Board recommend to the EMC and ERTF that the 5 hours Free Parking in Municipal lots be ended on April 2, 2021 and return to paid parking.

Carried.

7. Directors Ron Spencer and Jeff Gilbert – re Mayor's Downtown Roundtable Group – Crime Deterrent.

Moved by Spencer, seconded by Gilbert:

THAT the Crime Deterrent Initiatives Report be received.

Carried.

8. Director, Ron Spencer – re Orillia and District Chamber of Commerce.

Moved by Fredson, seconded by Wallace:

THAT the Orillia and Area District Chamber of Commerce Report be received.

AND THAT the DMB appoint Ruth Howorth as the Chamber Representative to replace Ron Spencer.

Carried.

Date of Next Meeting

April 20, 2021 at 6:00 p.m. at the Downtown Orillia Management Board Office Boardroom.

Adjournment

Moved by Wallace, seconded by Spencer:

THAT the meeting be adjourned.

Carried.

Meeting adjourned – 7:37 p.m.

Chair.